

THE CITY OF SEAT PLEASANT Sponsorship + Advertisement

DEPARTMENT OF PUBLIC ENGAGEMENT

2020 SEAT PLEASANT DAY



We invite you to attend the **2020 Seat Pleasant Day on Saturday, May 2nd, 2020**, the parade starts at 11 am and live entertainment begins at noon. This year's Seat Pleasant Day will be located on the grounds of Seat Pleasant Elementary, 6411 G Street Seat Pleasant, MD 20743. This letter is to invite you to be a sponsor for next year's Seat Pleasant Day 2020. The success of this event is credited widely to our sponsors, who lend their names and financial support towards this event.

This year's theme, "**Innovation**," will focus on the digital transformation on the road to becoming the world's first Authentic Small Smart City. By participating as a sponsor for the 2020 Seat Pleasant Day your company will benefit from: Estimating annually this event will attract at least 2000 - 4500 attendees of all ages; Extended exposure to current and new customers, approximately 4,721 Seat Pleasant residents and their families (21% are 55yrs old & older, 25% are 38 - 54yrs old, and 54% are 37 & younger.); Business exposure on the city's website, newsletter, press releases, social media and more. Along with these opportunities, we will list your company and logo in the event souvenir book provided to all attendees and will additionally be published to our website. **Our sponsors will be highlighted in our massive electronic communications surrounding the event, including our advertisements, press releases, and newsletters, which will go out to our network of subscribers.**

We want you to be confident in your sponsorship decision, which is why we have five levels of sponsorship options, as detailed in the enclosed sponsor commitment form. No matter what level you choose, rest assured that all proceeds will help the City of Seat Pleasant move towards making this event a success. **We plan to make this event the second largest municipal event of its kind in Prince Georges County; Seat Pleasant is proud to be a leader in this regard. This event will include a Mobile Game Truck, Live Music/DJ, Moon bounce, Rock Climbing, Pony Rides, and many, many more. Your support is what will make this event a success and will allow it to become the driving force in many more engaging events.** We are counting on your assistance and will be happy to answer any questions you may have. Please use the Seat Pleasant website to complete your sponsorship application and return your completed sponsorship commitment form and payment to the Public Engagement Department, Attention -Sharron Lipford, 311 68th Place, Seat Pleasant, MD 20743, fax it to 301.456.8681 or email it to JoVone.Pender@seatpleasantmd.gov. Thank you in advance for your willingness to support the efforts of the City of Seat Pleasant and for making a difference in our community.

SPONSORSHIP COMMITMENT FORM

NAME/TITLE _____
COMPANY NAME _____
ADDRESS _____
Email _____ Phone # _____
Cell _____

SPONSORSHIP PACKAGES

- ☐ **PRESENTING: \$10,000 LISTED AS PRESENTING SPONSOR.**
Majority Big Belly (Sponsorship flyer Large), Fence space on MLK, Logo on everything, (video wall, website, Call-A-Bus, Holding rooms, entry way, registration table), Reserved seating, All printed and Digital material, Exclusive edition newsletter presented by you, Mention in podcast , Spot to speak during Seat Pleasant Day, TV commercial through Comcast , Social media posting (10 posting about Organization leading up to event FB, IG Twitter, LinkedIn), Mention in press release/ Media advisor, and Logo & brand recognition on email blast. Optional company provided material for swag material for bag give a way, brand commercial placed on social media, and/or logo magnet place on city vehicles.
- ☐ **INNOVATION: \$7,500 LISTED AS INNOVATION.**
Logo on everything (website, Call-A-Bus, Holding rooms, entry way, registration table), Big Belly (Sponsorship flyer - large), 2 reserved seats, Mention in podcast, Social media posting (5 posting about Organization leading up to event FB, IG Twitter, LinkedIn) and , Fence Space Drylog & Addison Rd. Optional company provided material for swag material for bag give a way and/or brand commercial placed on social media
- ☐ **COROPRATE SPONSOR: \$5,000 LISTED AS COROPRATE SPONSOR.**
Logo on everything (website, Call-A-Bus, entry way, registration table,), Big Belly (Sponsorship flyer - medium), Mention in podcast (1 mention) , Social media posting (3 posting about Organization leading up to event FB, IG Twitter, LinkedIn) , and Fence Space (Various parks/ locations). Optional company provided material for swag material for bag give a way.
- ☐ **BUSINESS: \$2,500 LISTED AS BUSINESS SPONSOR.**
Big Belly (Sponsorship flyer - medium), Logo on everything (website, Call-A-Bus, registration table,), and Social media posting (3 posting about Organization leading up to event FB, IG Twitter, LinkedIn)
- ☐ **SUPPORTER: \$1,000 LISTED AS SUPPORTER SPONSOR.**
Big Belly (Sponsorship flyer - small) and Social media posting (2 posting about Organization leading up to event FB, IG Twitter, LinkedIn)
- ☐ **FRIEND: \$1,000 LISTED AS FRIEND SPONSOR.**
Big Belly (Sponsorship flyer - small).